Electric Fuel
Has Finally Arrived

June 2018
Matt Teske - Founder
Chargeway
Consumer Behavior
The Customer Journey

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Decision Fatigue

“The more choices you make throughout the day, the harder each one becomes for your brain, and eventually it looks for shortcuts, usually in either of two very different ways…”

Source: NY Times Magazine - Aug 2011
Recklessness

People will act impulsively instead of expending the energy to first think through the consequences.

Source: NY Times Magazine - Aug 2011
Do Nothing

Instead of agonizing over decisions people will avoid any choice.

This often creates bigger problems in the long run, but in the moment, it eases the mental strain.

Source: NY Times Magazine - Aug 2011
The Fueling Customer Experience
ICE Cars: An effortless “fueling” customer experience
Tesla: An effortless “electric fuel” customer experience
Other EVs: A difficult “electric fuel” customer experience
Tech Solutions: Not improving the customer experience
Ugh… forget it.

I’ll stick with gas.
What does this mean?
We’ve made EVs difficult to sell, use and enjoy.
It’s not just “range” anxiety.

It’s also anxiety of the *unknown*
Sales Associates have anxiety too.

Auto dealerships never have to explain how to “fuel” a car.

Dealerships don’t know how to explain and sell “electric fuel”.

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GOAL: A better “Electric Fuel” customer experience.

Certainty
Confidence
Happiness
Trust
How do we do this?
<table>
<thead>
<tr>
<th>AC</th>
<th>DC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.4 kW</td>
<td>51-100 kW</td>
</tr>
<tr>
<td>3-20 kW</td>
<td>101-200 kW</td>
</tr>
<tr>
<td>21-30 kW</td>
<td>201-400 kW</td>
</tr>
<tr>
<td>31-50 kW</td>
<td>4</td>
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<td>6</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>6</td>
</tr>
</tbody>
</table>

- 1.4 kW: 5 miles/hour
- 3-20 kW: 13-60 miles/hour
- 21-30 kW: 84-105 miles/hour
- 31-50 kW: 131-175 miles/hour
- 51-100 kW: 210-350 miles/hour
- 101-200 kW: 410-700 miles/hour
- 201-400 kW: 1225-1400 miles/hour
Provide all EV drivers an effortless “Electric Fuel” customer experience
Chargeway

GREEN 2  BLUE 4

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Answer the Important Questions
Station Locator

“Which one do I use?”
Charging Timer

“How long does it take?”
Trip Planner

“Where can I go?”
Who benefits?
Public Utilities

Electric Fuel Branding
Public Utilities

Electric Fuel Branding
Public Utilities

Electric Fuel Branding
Dealerships

Chargeway Beacon™

An “Electric Fuel” sales associate within auto dealerships at all times.
Charging Networks Electric Fuel Identity
Consumers

EV Awareness/Purchase/Experience Journey
Consumers

EV Awareness/Purchase/Experience Journey
The New “Electric Fuel” Customer Experience
When do we start?
But wait, there’s more…
Thank You

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